



CITY COUNCIL

Strategic Planning Committee

Monday, June 5, 2023
5:30 pm
Following the Conditional Use Hearing
Hybrid Meeting

Strategic planning determines where an organization is going, how it's going to get there and measures success over time. It ensures the most effective use of the organization's limited resources by focusing resources on key priorities. The Council Strategic Planning committee will prioritize, in collaboration with the City's administration, the City's goals, objectives and strategies and determine which initiatives take precedence for implementation, under three main objectives: Finance, Standards of Living and Economic Development

Committee Members: C. Daubert, C. Miller, M. Goodman-Hinnershitz, W. Butler, M. Ventura D. Reed

Join from a PC, Mac, iPad, iPhone or Android device:

Please click this URL to join. <https://readingpa.zoom.us/j/85705039317?pwd=OUwzTXBNbStldEVHL01ydG14SXZ09>

Passcode: 295301

Or join by phone:

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The City Council Committee of the Whole meetings are filmed and can be viewed LIVE while the meeting is taking place via the attached Zoom link and dial-in phone number, on Facebook and on the BCTV MAC Channel 99.

Although Council committee meetings are open to the public, public comment is not permitted at Council Committee meetings. However, citizens are encouraged to attend and observe the meetings. Comment from citizens or professionals during the meeting may be solicited on agenda topics via invitation by the Committee Chair. All electronic recording devices must be at the entry door in all meeting rooms and offices, as per Bill No. 27-2012

1. ARPA Update

legislation to define ARPA program, its requirements, disbursements and required documentation.

Council Solicitor Recommendations

SMALL BUSINESS” ARPA ALLOCATIONS

Below are some ideas for possible inclusion in the conditions for funding for the upcoming “small business” ARPA allocations:

Eligibility/Criteria:

1. Available to businesses that have not received pandemic-related funding from other sources
2. Were in business prior to March 3, 2020.
3. Had a drop in revenue directly attributable to the COVID-19 pandemic
4. 25 or fewer employees (including the business owner/worker) which shall be based on number of employees as of 1/1/2020
5. Licensed to do business in the Commonwealth of PA and in the City of Reading
6. Business is not facing any pending litigation or legal action
7. Business is physically located in the City of Reading
8. Business is not restricted to patrons over the age of 18

Eligible Uses:

To mitigate financial hardships including, but not limited to, decreased revenue or gross receipts, impacts of periods of business closure, increased costs, mortgage, rent or utilities, and other operating costs, mitigation for social distancing, cleaning, barriers, and other health and safety investment/upgrades. ○ Funding for financial hardship will only be made available up to a percentage of the business’ previous fiscal year’s revenue to be determined.

Business development (e.g., ecommerce sites, marketing, new lines, or new buildouts).

Capital expenditures.

1. Ineligible Uses:
2. Paying off non-business debt, such as personal credit cards for purchases not associated with the business
3. Purchase personal expenses such as buying a new family car or making repairs to a home
4. Direct financing to political activities
5. Paying off taxes and fines or lawsuits (legal fees, court costs, judgments)
6. Food and entertainment
7. Bonuses
8. Travel not associated with direct business operations

Consider reimbursement for eligible costs instead of lump sum grant to avoid lack of claw-back ability in the Agreement.

2. Update from Parking Work Group

5:30-5:45 pm

3. Update on Sidewalk Repair/Replacement

5:45-6 pm

4. Prioritization of Capital Projects

6-6:30 pm

Spreadsheet attached

Funding Sources	Priority
CIP	Low
ARPA	Medium
	High
	Immediate

Follow-up

- Identify components of Downtown Plus plan for implementation
- Aulenbach's Cemetery MOU

Funding Items					
City Hall	Estimate	Description	Priority	ARPA	
City Hall Security	\$ 200,000	Repair all entry doors- manual locking systems	Immediate	\$200,000	
City Entry Sign (422 bypass)	\$ 400,000	Replace- possibly with lighted signage	Immediate	\$400,000	
Turnkey Remodel	\$ 1,200,000	remodel sally port to evidence processing to allow flow and proper storage of evidence	High	\$1,200,000	
Cedar Lot Paving	\$ 200,000	pave and realign parking	High		\$
City Hall Interior Renovations	\$ 500,000	repair plaster, paint, way finding	High	\$500,000	
Skylight	\$ 200,000	cleaning, repair atrium and lunch room	Medium		\$
Fuel Tank Remediation	\$ 1,000,000	Resolve any outstanding issues with tank place into use, remove rental tank	Medium		\$1,
IT Storage	\$ 800,000	due to scanning needs storage is exapanding rapidly	Medium		\$
Exterior Façade	\$ 500,000	wash and restore grouting on exterior	Low		\$

PW complex					
Garage and Shop Floors	\$ 750,000	resurface and seal concrete floors	High	\$750,000	
Concrete new pole barn	\$ 500,000	Install concrete into new building	High	\$500,000	
Pole barn paving	\$ 150,000	Pave access and stoarge area for new pole barn	High	\$150,000	
Carpet replacement	\$	replace carpeting in both buildings	Low		\$

	100,000				
Sewers Building	??	building is deficient for use- should relocate offices to WWTP			
Police					
Alvernia Property Purchase	\$ 2,500,000	purchase alternate site for PD training, interior remodel	Immediate	\$2,500,000	
Kennels	\$ 300,000	update and remediate kennels and dog runs	Low		\$
Parks					
800 Penn Street Courtyard	\$ 300,000	project shortfall for rebuild	Immediate	\$300,000	
Skyline Drive Walls	\$ 1,000,000	Initial replacement of wall may be more phases	Immediate	\$1,000,000	
Schlegel Consession Stand	\$ 500,000	expand consession stand to add functionality	Immediate	\$500,000	
Bernhart's Dam	\$ 200,000	remove earthen dam/ park remediation, demolish gatehouse	High	\$200,000	
Hillside Pool	\$ 3,000,000	remove pool and install splash pad, parking, ada access poss \$1 million in DCNR/NPS	High	\$3,000,000	
<i>Pagoda (MEP interior) est.</i>	\$ 2,800,000	<i>MEP study repairs- seek matching funds</i>	High	\$2,800,000	
<i>Pagoda (Wall)</i>	\$ 5,000,000	<i>Construction of wall repairs- seek matching funds</i>	High	\$5,000,000	
William Penn Fire tower	\$ 150,000	ventilation repairs	High	\$150,000	
10th and South	\$ 500,000	Install field, soccer nets, goal posts upgrade parking resurface bball court, prevent access	Medium	\$500,000	
301 Spruce renovations	\$ 400,000	Demolish Garage, repair remainder	Medium	\$400,000	
301 Spruce Street Purchase	\$ 150,000	Purchase for Rec commission	Medium	\$150,000	

9th and Merion Dog Park/Green Space	\$ 500,000	Building demolition and return of park space	Medium	\$500,000	
Greenhouse	\$ 2,000,000	repair greenhouse to functional conditions	Medium	\$2,000,000	
Baer Park Stadium Lighting	\$ 400,000	replace baer park lighting- seeking matching	Medium	\$400,000	
Mineral Spring Park	\$ 300,000	Refurbish park, pavilions, and trails	Medium	\$300,000	
Baer Park Consession/ Fieldhouse	\$ 500,000	repair structures to functional conditions	Low	\$500,000	
Camp Lilly	\$ 200,000	Pave Parking lot	Low	\$200,000	
City Statues	\$ 1,200,000	clean, wax, repair city wide statues	Low		\$1,200,000
Library					
Branch ADA access	\$ 300,000	add automatic openers to branches for ADA	Medium	\$300,000	
Fire					
Apparatus Purchases	\$ 1,500,000	Replace Tiller \$1.5 million	Low	\$1,500,000	
<i>Fire Museum</i>	\$ 1,000,000	County and State fell through- (\$1 million allocated ARPA)	Low	\$1,000,000	
<i>EMS Building</i>	\$ 450,000	Generator replacement- possible distribute staff to Fire Houses			
Demolitions					
14th and Walnut	\$ 250,000	old parks building is in significant deterioration	Immediate	\$250,000	
East Reading Pool	\$ 500,000	Remove Pool establish Community Parking/ Sell lot. Splash pad add \$1 million	Immediate	\$500,000	

106 Building City Park	\$ 500,000	remove building, replace with smaller block building for power, parking lot expansion- potential future outdoor ice skating consideration	High	\$500,000	
Mineral Spring Hotel	\$ 200,000	Fire 3/4/23 Demolish, grade and seed.		\$200,000	
City Park Bomb Shelter	\$ 150,000	Clean out and demolish	High	\$150,000	
TOTAL	\$ 33,250,000			\$28,500,000	\$4,